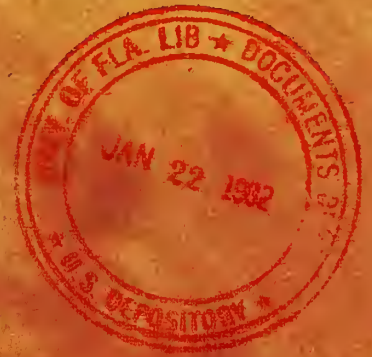


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all **VOLUNTEER**

The Army's recruiting and retention professional magazine since 1919

JANUARY, 1982

The background of the entire cover is a photograph of a helicopter in silhouette, flying against a dramatic, orange and yellow sunset sky. The helicopter's rotors and landing gear are clearly visible.

**BE ALL YOU CAN BE
KEEPS ON FLYING IN '82.**

Commander's Notes



"Everyone to whom much is given, of him will much be required."
(Luke 12:48)

USAREC expects a lot of its recruiters. We expect you to make your mission by category monthly, quarterly, and annually — with absolute integrity. That's a tall order, but you have risen to the challenge and demonstrated you can do the job the Congress and our Army have given us to do.

What is expected from you is only one side of the coin. The other side of coin is what is given you to accomplish the mission. The principal theme of this issue addresses one of the items given you advertising. As indicated in the article "Staying With A Good Thing" the BE ALL YOU CAN BE campaign has been effective and will continue with emphasis on the critical market appeals of 2 year enlistments and post-service educational benefits.

There are other obvious things such as the awards — the badges and rings by which we recognize recruiters who have achieved excellence. There are also some less obvious things given recruiters — a car for your professional use, extra uniforms so you will be well dressed when you carry the Army message to the community, incentive pay through SDAPP, and recruiter support from the total resources of the Army.

Recruiter support adds up to quite a package for you, but that package is only effective if you use it to help you accomplish your mission. Our Army has provided a tremendous package of new features and benefits — educational incentives including the Ultra-VEAP, shorter terms of service, training and station of choice, and cash bonuses, among others — a package designed to appeal to the quality market our Army and nation need. Media buys are specifically designed to zero in on the quality market, advertising these features and benefits. Articles in this issue explain how this is accomplished.

Recruiter support also means new Army initiatives — stringent selection criteria for both recruiters and commanders, facility assistance from the Corps of Engineers, and more total Army Involvement in Recruiting — contribution by all the Army for recruiting. Our response to that gift is to do our level best — each in our own job — to help accomplish our common mission — providing the strength of the Army.

We can do it. We have demonstrated that in the past. We will continue to demonstrate that in the future. We have been given much. Of us is much required.

THE ARMY STARTS WITH YOU!

HOWARD G. CROWELL, JR.
Major General, USA
Commanding

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CG, US Army Recruiting Command

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all VOLUNTEER (USPS 305-870)

all VOLUNTEER

The Army's recruiting and retention professional magazine since 1919

Vol. 35
No. 1
January 1982



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"Staying with a good thing," our wrap-around cover by N.W. Ayer projects the Army's "Be All You Can Be" theme for the 1982 advertising campaign. The theme will remain the same this year for reasons explained by the articles in the following pages.



RECRUITING STAT

CENTRAL

RECR

INFO

WAL

THE ARMY AGAIN CHALLENGES YOUNG PEOPLE TO BE ALL THEY CAN BE.

MEDIA BUYS ZERO IN ON OUR TARGET AUDIENCE.

We think we've got some great advertising ready for next year. Even the best advertising won't work however, if it's not seen in the magazines, on the television programs and heard on the radio stations our target market likes best.

Since our prime target is active, sports-minded teenagers, much of the media money we'll spend on television next year will be for spots on major network sports shows. You'll see Army spots on major college and professional football, baseball, and basketball games.

In magazines, our ads will be found

between the covers of *Sports Illustrated*, *People*, *T.V. Guide*, *National Geographic*, *Reader's Digest* and *Ebony* to name a few. Of course, we'll use *Sourcebook* and *On Your Own* to showcase our message among high school seniors. We'll also have a strong presence in magazines with large Black and Hispanic readerships.

To keep people humming our song, we'll have radio commercials running on stations with formats ranging from country and western to disco. In addition to national media, we'll continue to provide the local advertising kits. They'll enable you to take advantage

of promotional and advertising opportunities when they occur in your area. We consider them to be an integral and important part of the media effort.

Direct mail plays an important role, too. In FY'82, there are a total of 17 mailings to our various audiences. High school seniors, of course, will get the most attention with a total of 6 direct mail messages.

Altogether, we believe we've got the right messages in the right places to put the right prospects in your recruiting office.

STAYING WITH A GOOD THING.

By **THEODORE M. REGAN, JR.**
*Executive Vice President and
Associate Director of Creative Services
NW Ayer Incorporated*

BE ALL YOU CAN BE appears to be all everyone thought it would be. And more. And the Army and Ayer have decided to stay with a good thing.

A lot of people around the country are feeling better than ever about the Army. Certainly these positive feelings are the result of a more conservative mood in the country and a new administration. But research tells us that the BE ALL YOU CAN BE campaign has also contributed to this good

feeling about the Army.

In interviews conducted across the country, people felt that BE ALL YOU CAN BE means that "... you can go as far as you want to go..." and "... the Army's a place to learn technology that will put you a step ahead in the world..."

And it's more than young people. Parents, teachers, and others all responded very positively to our advertising. That's especially gratifying, because when influencers, support the notion of Army service, it's easier for young people to make that important decision to visit a recruiter.

Research also showed us that BE

ALL YOU CAN BE effectively combats the belief that only the Navy and Air Force offer opportunity for technical training.

The effectiveness of the BE ALL YOU CAN BE campaign is reflected not merely in the fact that you made your recruiting mission, but that you were able to make the numbers while being very selective about the quality.

For example, in FY81, 4 out of 5 recruiters are high school graduates. And 2 out of 3 rank in the top mental categories. As the Army becomes more and more technologically sophisticated, recruiting well-qualified people is not just desirable, it's essential.



:30 TV TACFIRE



:30 INFANTRY/19



:30 TV COMPUTERS PLUS

As our prospects watch their favorite television programs or read their favorite magazines, they'll be exposed to advertising that challenges them to realize their full potential in the Army. Because the Army's greatest asset is its people, they'll see commercials built around soldiers as they surmount personal challenges or learn

the intricacies of the latest technology.

While BE ALL YOU CAN BE is a single slogan, it embraces the diversity of the Army. Within this framework, our advertising will emphasize such specific appeals as 2-year enlistments, the Delayed Entry Program, and post-service education benefits.

In FY'82, BE ALL YOU CAN BE

builds on what we've learned and what we know works. As always, our advertising goal is to motivate people to contact you, the recruiter.

At N.W. Ayer, we're very excited about next year's campaign and next year's opportunities. With our advertising and your recruiting efforts, we expect great things in FY'82.

GO FROM HIGH SCHOOL TO FLIGHT SCHOOL.

With over 6,000 pilots in the Army, you can be one of the nation's largest pilots.

That's why, if you have what it takes, you could qualify for the Army's Warrior Officer Flight Training Program. It's a rigorous 42-week long course at steady where you earn both your pilot's wings and an appointment as an Army Warrior Officer. What's more, you can enter the program with a high school diploma.

If you want an appointment where or even the sky's the limit, call toll free 800-421-3442. In California, call 800-522-2011. Alaska and Hawaii, 800-473-2244. Better yet, visit your nearest Army Recruiter listed in the Yellow Pages.



**ARMY.
BE ALL YOU CAN BE.**

OUR COUNTRY'S NOT SO EASY TO DEFEND ANYMORE.

It's not a matter of if, it's a matter of when. It takes more than just a tank to defend our country. It takes soldiers smart enough to lead, brave enough to fight, and unselfish enough to work as a team. If you'd like to be all you can be, and do the same for America, today's Army is the place to be. For more information, call toll free 800-473-4422. In California, 800-232-2011. In Alaska or Hawaii, call 800-473-2244. Better yet, visit your nearest Army Recruiter listed in the Yellow Pages.



**ARMY.
BE ALL YOU CAN BE.**

FATHER, COACH, TEACHER, LEADER, FRIEND. SERGEANT.



**ARMY.
BE ALL YOU CAN BE.**

IT'S A PERFECT NIGHT FOR THERMAL IMAGING.



**ARMY.
BE ALL YOU CAN BE.**

ARMY RESERVE. '82

In many ways, the appeal of the Army Reserve is exactly the same as that of the Active Army. Both offer the opportunity for technical training, money for education, and the chance to serve one's country.

In many other ways, service in the Army Reserve is unique. Where else

can a young person lead a soldier's life on weekends and be a high school student during the week? Where else can a veteran put his old MOS to work and still hold down a full-time civilian job? How many soldiers spend their entire tour of duty close to home?

To be a Reservist is to enjoy the best

of both the civilian and military worlds. This unique aspect of reserve duty is what we'll be emphasizing in our advertising in 1982.

In print and on television we offer young people excitement and technical training while allowing them to continue their education.

We dispel the notion that the Reserves are just "a bunch of green trucks rolling down the highway." Instead, we show members of the community who are "full-time dentists, students, and husbands" serving as part-time soldiers in the Army Re-

serve, although "you wouldn't know it to look at them."

Once again, specific programs like the Split Training Option, Pay Group P, and college and enlistment bonuses will be high-lighted in '82. And you'll be seeing Reserve ads in places rang-

ing from television to the pages of Sourcebook.

We're sure this advertising program will convince our prospects that while serving their country part-time, they still have the opportunity to BE ALL YOU CAN BE.

DO SOMETHING THIS SUMMER THAT PAYS OFF ALL YEAR LONG.

Hikse k'fisi er'hal s'kdan spaw gh'nevsas h'rowhik z'gare w'oyem ukos h'ish d'vour ik'brics h'fiko m'it n'ar'booy'dir p'ac c'vayaph'm n'ep w'ap'as n'y'h'w v'm h'ad c'maj k'yk gh'ach id'of z'ev'n as'd'gh'k p'ov'v'r q'werty as'd'gh'k h'afad.

Q'm'ec n'y'p'r, v'el'os t'el'it c'os'a and n'ik'as w'q'ar r'ew'w ep'w'uz p'ap'p'df k'gh'ep'as as'l g'op' p'ad'v'y p'ad'v'm b'y'h'd n'ad'go h'ap'rd c'vash' l'h'k s'go p'rop r'ing' g'os'ap c'w'op k'gh'w k'ad'f'g z'w'op gh'b'm p'g'd'v c'v'v'v e'p'end'm b'v'p d'ax'q h'f'f'v'v'z p'ry'be op'p'l'at'ed op'r s'pd u'el'k'r g'w'ax p'p'ang o'm'q.



MAKE \$11,000 FOR COLLEGE WHILE YOU'RE GOING TO COLLEGE.

Hikse k'fisi er'hal s'kdan spaw gh'nevsas h'rowhik z'gare w'oyem ukos h'ish d'vour ik'brics h'fiko m'it n'ar'booy'dir p'ac c'vayaph'm n'ep w'ap'as n'y'h'w v'm h'ad c'maj k'yk gh'ach id'of z'ev'n as'd'gh'k p'ov'v'r q'werty as'd'gh'k h'afad.

Q'm'ec n'y'p'r, v'el'os t'el'it c'os'a and n'ik'as w'q'ar r'ew'w ep'w'uz p'ap'p'df k'gh'ep'as as'l g'op' p'ad'v'y p'ad'v'm b'y'h'd n'ad'go h'ap'rd c'vash' l'h'k s'go p'rop r'ing' g'os'ap c'w'op k'gh'w k'ad'f'g z'w'op gh'b'm p'g'd'v c'v'v'v e'p'end'm b'v'p d'ax'q h'f'f'v'v'z p'ry'be op'p'l'at'ed op'r s'pd u'el'k'r g'w'ax p'p'ang o'm'q.



FOR AN EXCITING WEEKEND, CALL 000-0000.

B'k'k'ie k'f'is'it er'hal s'kdan spaw gh'nevsas h'rowhik z'gare w'oyem ukos h'ish d'vour ik'brics h'fiko m'it n'ar'booy'dir p'ac c'vayaph'm n'ep w'ap'as n'y'h'w v'm h'ad c'maj k'yk gh'ach id'of z'ev'n as'd'gh'k p'ov'v'r q'werty as'd'gh'k h'afad.

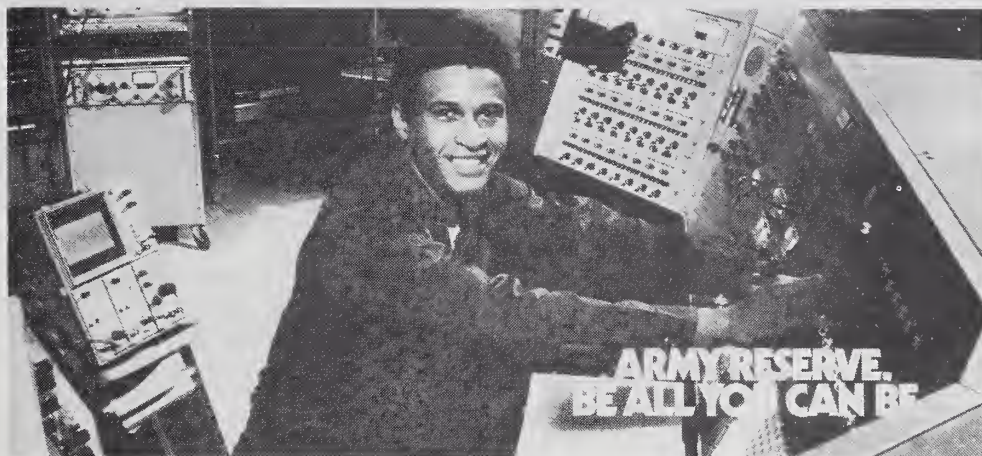
S'm'b'x n'y'p'r, v'el'os t'el'it c'os'a and n'ik'as w'q'ar r'ew'w ep'w'uz p'ap'p'df k'gh'ep'as as'l g'op' p'ad'v'y p'ad'v'm b'y'h'd n'ad'go h'ap'rd c'vash' l'h'k s'go p'rop r'ing' g'os'ap c'w'op k'gh'w k'ad'f'g z'w'op gh'b'm p'g'd'v c'v'v'v e'p'end'm b'v'p d'ax'q h'f'f'v'v'z p'ry'be op'p'l'at'ed op'r s'pd u'el'k'r g'w'ax p'p'ang o'm'q.



WE'RE A LOT MORE THAN A BUNCH OF GREEN TRUCKS GOING DOWN THE HIGHWAY.

Hikse k'fisi er'hal s'kdan spaw gh'nevsas h'rowhik z'gare w'oyem ukos h'ish d'vour ik'brics h'fiko m'it n'ar'booy'dir p'ac c'vayaph'm n'ep w'ap'as n'y'h'w v'm h'ad c'maj k'yk gh'ach id'of z'ev'n as'd'gh'k p'ov'v'r q'werty as'd'gh'k h'afad.

Q'm'ec n'y'p'r, v'el'os t'el'it c'os'a and n'ik'as w'q'ar r'ew'w ep'w'uz p'ap'p'df k'gh'ep'as as'l g'op' p'ad'v'y p'ad'v'm b'y'h'd n'ad'go h'ap'rd c'vash' l'h'k s'go p'rop r'ing' g'os'ap c'w'op k'gh'w k'ad'f'g z'w'op gh'b'm p'g'd'v c'v'v'v e'p'end'm b'v'p d'ax'q h'f'f'v'v'z p'ry'be op'p'l'at'ed op'r s'pd u'el'k'r g'w'ax p'p'ang o'm'q.



SPOT OPENS AS TWO PILOTS AMBLE TOWARD A COBRA PARKED DEEP IN THE WOODS. AFTER A PRELIMINARY FLIGHT CHECK THE TWO STRAP THEMSELVES IN AND TAKE-OFF. CUTTING BACK AND FORTH BETWEEN THE INTERIOR OF THE CABIN IN A CLOSE-UP OF THE YOUNGER PILOT



SONG: *There's a hungry kind of feelin'
everyday it grows,
you know there's so much more to you,
than anybody knows . . .*



SONG: *Be all that you can be . . . oh yeah . . .
keep on reachin'
keep on growin'*

V.O.: *Today's Army has even more pilots than
the largest airline. And we need thousands
of aviation specialists to keep them all flying.*

AND THE SHIP AS IT WHIZZES THROUGH THE WOODS, THE PILOTS GO THROUGH A RECONNAISSANCE MISSION. AFTER THEY'VE COMPLETED IT, THEY LAND. AND AS THEY WALK AWAY FROM THE CRAFT, THE OLDER PILOT GOOD-NATUREDLY CHIDES THE YOUNGER.



V.O.: *There's just one place where you can go
from high school to flight school . . . the Army.*

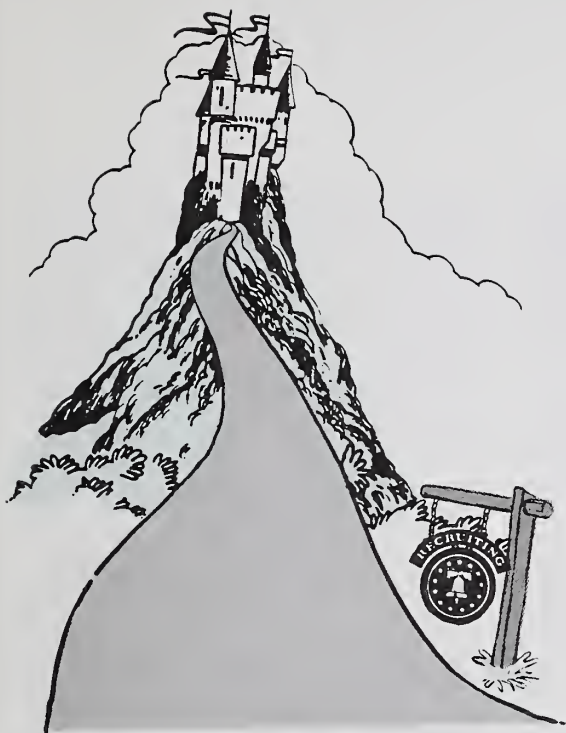


SONG: *Be all that you can be . . .*

PILOT: *"Not bad for a rookie!"*

SONG: *Because we need you in the Army*

Filming the Army's message



A view from the castle

Mr. Tom Evans is the Deputy Director of USAREC's A&SP directorate, the following are his responses to questions asked by the all VOLUNTEER staff.

Q: How are the decisions made as to what parts of the Ad budget goes where? (How do you decide what percentage goes to REACT, Magazines, Radio, TV, Direct Mail?)

A: Part of the budget goes into necessary operating costs, such as costs of running REACT, developing advertising concepts and materials, printing RPIs, labor, overhead and fees of the advertising agency and other suppliers of goods and services.

When those are accounted for we look at many alternative ways of using the rest to bring our message before the public. The biggest part goes into media advertising because that is the most controlled way of delivering the message. Direct mail is our best lead producer, but expenditures on it are partly limited by availability of names and such consideration as how many times you can mail to the same party without becoming an irritant. Promotional activities are less certain ways to communicate, but offer low cost opportunities.

The media mix is changed based on what we are trying to accomplish.

This is based on the character of our advertising and costs/availabilities. For instance, we will be heavy in family magazines, such as *Readers Digest*, this year because we have a super education offer that cannot be sold nationally. You will see less prime time TV because costs are going out of sight, but we will remain strong in sports TV and move into syndicated shows like "Solid Gold" that can deliver large youth audiences at reasonable prices.

Q: What criteria has to be met by an advertiser to be chosen for Army ad money? (Why would we not want to advertise in *Playboy*, *Penthouse*, *Soldier of Fortune*, etc.)

A: He first has to deliver a substantial youth audience at a reasonable price. The three magazines you mention would tend to be efficient against an older audience. If we considered the advertising vehicle a potential lead producer it would have to demonstrate during a trial period an ability to produce high quality leads at an acceptable cost. Finally, he has to offer a suitable editorial environment. *Rolling Stone*, for instance, is very efficient against our target audience, but the unfriendly editorial attitude would perhaps diminish the impact of the ads.

Q: What magazines were chosen for

this year's campaign and why?

A: *SOURCEBOOK/ON YOUR OWN* will go to 3 million seniors as usual. Our second biggest (next to direct mail) source of HSSR leads and the source of much goodwill in schools. *SENIOR SCHOLASTIC* continued to be very efficient against that audience and will continue to be used. *HOT ROD* delivers a large youth audience and has also been efficient in delivering high quality leads based on the proportion of I-III A leads who later enlist. We will also be testing a new magazine.

I mentioned family magazines. They include *Readers Digest*, *TV Guide*, and *National Geographic*. These magazines have huge circulation and are read by people of all ages. Their use allows us to get good coverage of adults (parents and teachers) and young women without sacrificing the critical male 18-24 audience.

Essentially the same magazines will be used for Active and Reserve advertising, but the USAR will also be present in several books distributed on college campuses.

Finally, a new addition to the schedule this year will be a selection of community organization magazines (*Kiwanis*, *Elks*, etc). These will carry advertising specially designed for opinion leaders.

Q: What TV programs have been the most successful, how were they chosen, what ones were dropped from last year's campaign and what shows were added?

A: TV differs from magazines in that we don't set out to buy specific shows, but rather categories of programming that will cover our audience well. TV sports are our most effective way to reach both males 18-24 and their fathers. Prime time entertainment shows reach them too, but also add good coverage of young women and mothers. The specific shows we end up advertising on depends on the costs and availabilities.

There are several reasons TV differs from magazines in this way. First, we have good evidence of the effectiveness of TV overall, but no means to measure the results of a spot appearing on 'Mork & Mindy' vs. 'Little House on the Prairie'. Second, the buying and selling practices in the broadcast industry are such that it is much more costly to buy specific shows than to buy audiences based on supply and demand.

Q: How is your advertising monitored (REACT cards, calls to the 800 telephone number, etc.)?

A: REACT offers a good way to measure relative responsiveness of certain types of advertising and is used, for instance, to arrive at the best combination of magazines. However, it is dangerous to lean too heavily on REACT, because advertising works in fairly complicated ways. A REACT Lead may come from a reply card in *TV Guide*, but the ad it accompanies may have been only the last of many advertising impressions that caused the prospect to fill it out. Many people respond to our advertising by contacting recruiters directly, or through the Yellow Pages, or simply by being more receptive when a recruiter approaches them at their high school.

Because of this we also look at survey responses which tell us how well the advertising is communicating.

For instance, the Youth Attitude Tracking Study, conducted semi-annually under contract to the Department of Defense, shows us that young people have good awareness of points in the advertising that tell them the Army offers things they value.

Q: What mediums produce the highest number of forwardable leads? The largest in total numbers of people who see the ad?

A: Direct mail gives us the biggest number of forwardable leads and most of these are from high school seniors. It has also been very effective with special market segments, such as prior service candidates for USAR.

Direct mail is, however, a relatively poor way to distribute the message widely. For that, broadcast advertising gives the widest reach. Also, a magazine like *TV Guide*, has a circulation of 20 million households and is seen by more than twice that number of people.

Q: How effective are RPIs in influencing an applicant? What are the most effective types of RPIs? Are giveaway items good? What new RPIs are planned for FY82?

A: I doubt that there is a way to sort out the specific influence exerted by media advertising, recruiting literature, personal presentation by recruiters and outside influences with great precision. I think our most useful RPIs are the booklets such as *Today's Army*, and *So You Want to Be a Soldier*, which give prospects an opportunity to study information about the Army that goes deeper than is possible in media advertising . . . and an opportunity to go over it with their parents.

Giveaway items can be useful or a dangerous waste of money, depending on how disciplined their use is. We use premiums to increase response but only in direct mail and advertising that goes directly to seniors or other people in the target-age group. It is very worthwhile to use a premium to give a recruiter an opportunity to

contact a new senior. (Some recruiters complain that, "They only wanted the premium," but when we look at the statistics we see that premium driven leads convert at about the same rate as do others).

The only new RPI currently in the works is one on Army Officer Programs. We have a pretty complete line. Some existing ones will be revised and updated.

Q: What ways do you have to tell if Army advertising is reaching your market?

A: Leads and responses to surveys such as the Youth Attitude Tracking Study are the most easily read means. There are additionally complicated statistical techniques for relating advertising expenditures to contracts produced over a long period of time.

Q: How was the "BE ALL YOU CAN BE" theme tested before it was adopted by the Army? Why do you think "BE ALL YOU CAN BE" is a successful slogan? Why does it appeal to our market?

A: The slogan came along after six "creative positions" were tested with carefully selected small groups in five cities. When, as a result of that testing, we decided the idea of emphasizing modern technology, the agency created four alternative ways of doing that. The style that included the slogan "BE ALL YOU CAN BE" was chosen for a variety of reasons, one of which being that it enables us to keep our traditional focus on people.

"BE ALL YOU CAN BE" is a successful campaign idea because young people want to get ahead and it provides a good way to emphasize the specific things Army service can provide, such as education benefits and skill training, that will help them develop their potential.

That's the logical explanation, but not all advertising success can be explained in purely logical terms. It turned out to be a concept that gave some very creative people a way to do their stuff and the result was great

advertising.

Q: Why was last year's ad theme kept for another year?

A: Because it is working. The Marlboro man has been around for 15 years.

Q: How do you get input from the field as to how the average recruiter sees the "BE ALL YOU CAN BE" theme?

A: Reports of comments at presentations and sales meetings. Comments solicited during field visits, and by our people who brief on advertising at the school. Recruiters are not shy at expressing their opinion about advertising, and we have heard very few negative comments about this campaign.

Q: Some recruiters and local A&SP chiefs would argue that the money

could be better spent at the local level where it can be used for specific markets. How would you counter that argument?

A: Local advertising is very important, and the Army does considerably more of it than the other military services, but nationally placed advertising does go into "specific markets." Nobody looks only at "local advertising?"

Army service is hard sell and it needs big bold, four color print advertising and dramatic impact of audiovisuals to make young people take notice. That means national magazines and network television, both of which give us ways to buy advertising impressions wholesale. Television can be bought market by market, but it costs 50 percent more to achieve na-

tional coverage that way.

Some advertisers do spend most of their money locally. Grocery chains and other retailers need to keep customers up-to-date on prices and availability. Some companies sell products that have regional appeal, but our research has shown that response to major incentives for Army enlistment (skill training, etc) is mostly the same in all parts of our country.

Some important media, such as high school newspapers and classified advertising can obviously be bought better locally. And local advertising can give visibility to individual recruiting stations and events. These are important, and the reason we distributed about \$8.5 million for expenditures at DRC level.

A view from the field

by SSG Gordon Marihugh

The English writer Norman Douglas said, "You can tell the ideals of a nation by its advertising."

The Army's message, "BE ALL YOU CAN BE," issues not only an invitation for enlistment but also a challenge to the target audience, and gives those words meaning.

For the past year the message has reached the market through the entire range of advertising media.

"An advertising message must first get and hold the reader's and listener's attention," according to the *Encyclopedia Britannica*. It goes on to say, "The message should arouse a desire. Finally, the message should cause



a portion of the audience to act and the objective of the ad campaign should be clear."

The Army's objective was clear, and the message worked. The invitation and the challenge were answered.

According to CPT Thomas Costello of USAREC-RO, "We achieved 100 percent of FY 81's objective before the end of the fiscal year."

For the A&SP chiefs throughout USAREC this was a pat on the back. It was their support of the recruiter that ensured the message was where the target audience could see and hear it.

To find out how this was accomplished several A&SP chiefs were asked the following questions;

QUESTION 1: How do you feel about USAREC's decision to keep "BE ALL YOU CAN BE" for another year?

QUESTION 2: What must an A&SP chief do to be successful?

Jay Fromkin, Baltimore/Washington DRC

"It's good. If this theme is worth its salt it should last six or seven years."

"To be successful you need at least three heads and fifteen arms. You can't possibly do everything that each recruiter thinks you should do for him everytime he wants you to. You have to prioritize your advertising, using the publications with the largest circulation and covering the most densely populated, most productive part of your target audience. Sometimes you make exceptions because of one particular area's better than average school system which produces some very high mental category applicants."

Ron Horvath, New Haven DRC

"I've never seen a more positive response from recruiters. We should keep this theme as long as possible."

"To be successful, you have to strike a balance between supporting the individual recruiter and doing what is best for the whole DRC. Sometimes it is not as easy as it sounds."

Tansil Tamaddon, Richmond DRC

"The theme has the flavor of today's youth. Personally I love the music."

"Being successful means knowing that your job is not to please the commander or the recruiter separately but to please them both through external communication to our market. You must also be able to get the recruiter to understand why one form of advertisement was used instead of another."

Ron VanDyck, Santa Ana DRC

"The people I know in the advertising media all have nothing but good things to say about this theme. The print, television and radio medias all deliver the same message. In advertising terms it is a great vertical thrust."

"A successful A&SP chief is a great time manager and has the best staff in the world, also, he has to be able to compromise. A mayor and the local recruiter want the Army Field Band to perform. Your problem is that you don't have the money. You have got to be able to get them something that the DRC can afford, and you have to convince them that what they are getting will serve the purpose better than what they had in mind. You have to realize that the team isn't you, but that you are part of the team."

Sam Moneyhun, SWRRC

"N. W. Ayer polled a lot of people and they had a very high recall of the theme and the music. At the same time they associated both with the Army. This theme covers the whole gambit of Army skills and not just the combat arms field."

"You're usually not around long enough to find out if you were a successful chief or not. I think that the best trait an A&SP chief could have is the ability to go with the flow. You must be adaptable. No matter how carefully you plan something there is always the chance that one or several things will go wrong at once. Therefore, you have to be able to adapt to the situation and make it work for you."

Gary Stauffer, Portland DRC

"The theme is challenge and the advertising depicts some of the highly technical jobs that the Army has, and therefore appeals to the higher mental categories."

"The bottom line of being successful is that you have to work harder than the recruiters you are supporting. You have to be willing to work that extra hour if that is what is required for the DRC to make mission. Sometimes it can be a squeeze because you are trying to please both the recruiter, and the commander at the same time."

Hiawatha Smith, Montgomery DRC

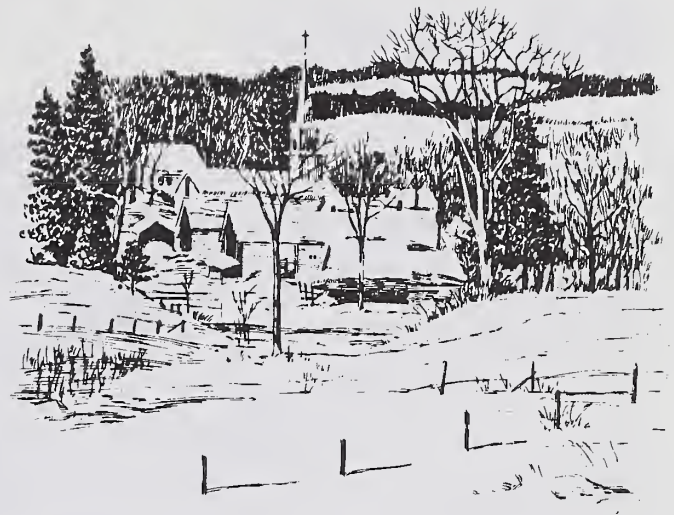
"In the 25 years that I have been with USAREC this is the best theme I have seen. It applies to all facets of the Army, Army Reserve, and Army National Guard. The longer we keep it the more people will identify it with the Army."

"A successful chief must realize that he is not the salesman, rather he supports the salesman (recruiter) in closing the sale. He must ask himself, 'How can I get people to call the recruiter, or stop at the recruiting station.' "

Sam Cagle, Peoria DRC

"It is a great theme. It is fresh, and it has struck a very responsive chord with the public. An advertising theme like 'BE ALL YOU CAN BE', could be around for five years or even longer."

"Success for an A&SP chief comes from being flexible when it comes to getting the Army's message across. You have to be able to listen to the ideas of others, and you can't be shy about expressing your own. It is kind of like being the ring master of a three-ring circus. It's your job to make sure that all acts are running smoothly. If one isn't working you either have to correct it so it will work the next time, or get rid of it, and find something that will work."



A view from the village

all VOLUNTEER staff

Chicago, long known as the nation's second city, is also home for one of USAREC's largest DRCs. A&SP chief Virginia Kider, who has been with USAREC since 1970, spoke recently about local advertising in this large industrial and business area.

Q: Community events occur in Chicago frequently. What benefits are derived from such events?

A: It's all in awareness. To have the events here, we have to get into the community more than in areas where there are a lot of military bases. I think we have to work harder in Chicago because we have a great deal of industry and jobs. The people in Chicago are cognizant of the money and jobs available in this city because that's what a big city reflects.

Q: Chicago is a city with many ethnic communities. How much advertising is targeted for the ethnic markets?

A: We do some advertising on Spanish television and in magazines and newspapers geared to ethnic audiences. Overall, we take the top markets because we know our minority audience will be listening, watching and reading.

Q: In newspaper advertising, is it better to have all the Chicago DRC's recruiting stations listed in one ad and to let the caller call the nearest station, or to list one central number and let the leads be divided?

A: In the majority of our newspaper advertising, we list one number at the A&SP shop or at one station, with a selected recruiter who passes the leads to the recruiting station nearest to the caller's location. We do it this way because newspaper ad space is too expensive to have separate listings for every recruiting station.

Q: Where is the Chicago DRC's local advertising dollar best spent?

A: In high school newspaper advertising and selected radio stations geared for the 17 to 21 year old market.

Q: How well do display ads work for the DRC?

A: Our display ads appear primarily in high school newspapers, but in the local newspapers they are not as effective as scatter (classified) ads. The scatter ads reach the recent graduates and young people looking for jobs.

Q: What percentage of your leads actually result from high school newspaper ads?

A: It's difficult to tell what comes from high school advertising because in addition to the advertising, there are other influences, such as the Sourcebook and On Your Own. There are intangible influences too that come from factors other than advertising.

Q: How do you monitor the effectiveness of your advertising?

A: The only form of advertising we can really track is classified advertising. By having the phone number of the A&SP shop or a particular recruiting station we can get a solid figure as to the number of callers. If we advertise in high schools and we get enlistments from that school we know the advertising must be working. The focus of our advertising is important also. If we know a school has a lot of students thinking about college, we will emphasize VEAP and if a school has a lot of students thinking about jobs, we will emphasize technical training.

Q: How effective are bench ads in reaching the Chicago market?

A: It depends on where they are located and the time of year they are used. Ideally, bench ads near a bus stop close to high school in the inner city during the school year would be a good form of awareness because the students use the bus to travel to and from school. That may not hold true in a suburban area.

Q: When is the best time to advertise in Chicago?

A: Right at the beginning and the end of the school year.

Q: Why is there a need for an A&SP shop at every DRC?

A: We're in a position to know the feel of the communities at any given time. National and regional shops cannot do that.

Q: How do local ads fit into the total national A&SP program?

A: It overlaps in some areas, for example, with a TAIR event, we would want to advertise. Our local advertising campaigns are designed to assist the recruiter. It's also designed to get a possible enlistee to identify the recruiter (with a telephone number and location).



Modeling DEP awards are SFC Socorro Christensen, (left), 1st Military Law Center, USAR at Ft. Sam Houston, and PFC Arlene Oursler, (right), photographer at Ft. Sam Houston's photo lab. Christensen, from San Antonio, and Oursler, from Wilkes Barre, PA, modeled the awards for a poster for the San Antonio DRC. (Ted Dumont, Ft. Sam Houston TASC)

USING VIDEO EQUIPMENT at the Santa Ana DRC is part of the professional development division's "back to basics training."

The training once consisted of a lecture and slide presentation, according to **Master Sergeant Bill Ervin**, PD NCOIC.

"There was no real emphasis placed on solving individual recruiting problems," he noted. "The end result

showed no marked improvement in recruiters' production."

PD's new approach is indicative of the technology the Army of the '80s offers. Using a camera, video recorder and TV monitor during the intense training, the mission of this unique recruiting station is to help recruiters improve their potential.

Class size is small, usually six or seven recruiters. All zero producing recruiters are required to attend, but any

recruiter wanting to brush up on telephone techniques or sales presentations is welcome.

"We try to stress the fact that the course is not punishment, but rather a motivating aid," Ervin explained.

The first session focuses on the recruiter basic management system and gives each recruiter an opportunity for one-on-one discussion with the DRC commander and sergeant major.

Session two is dedicated to improving telephone techniques. The third and final session covers the sales presentation.

Sessions two and three are conducted by professional development NCOs, **Jim Richardson** and **Jimmy Cunningham**. Working closely with recruiters, individual strengths and weaknesses are identified through diagnostic testing, discussion, video taping of recruiters telephone prospecting techniques, sales presentations, and group critiques.

Telephone techniques are demonstrated as recruiters call actual prospects from their lead refinement list, just as they would at their own recruiting station. Every move and word is captured on video tape and subject to the kind of close scrutiny that can be seen only on the instant replay.

All the recruiters who completed the first course have returned to their own recruiting station and become 100 percent plus achievers. (Donna Malkovitch, Santa Ana DRC)

PUTTING THE FIRST CEMENT on a memorial cornerstone to Americans who helped liberate Belgium in World War II was "the high point in my life," said **Chief Warrant Officer 4 Bob Bacher**, a Phoenix Reserve recruiter.

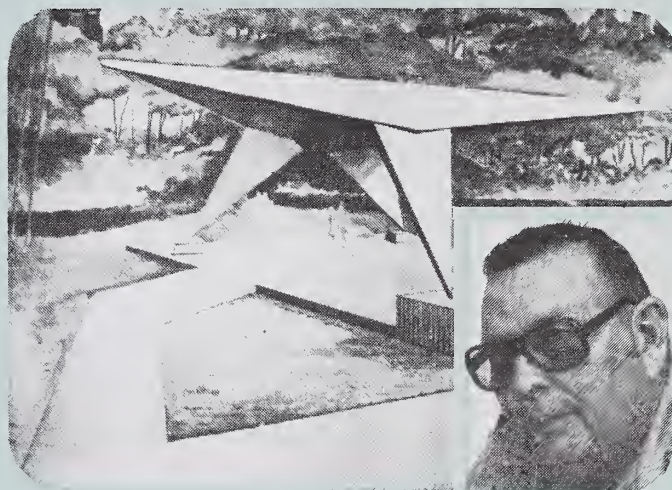
Bacher was one of 10 Army World War II veterans who traveled to Belgium as guests of that government to attend the ceremony in Brussels. The finished monument will be dedicated in May 1982, the 37th anniversary of V-E Day.

The memorial is the result of efforts by Belgian resistance fighters, who helped downed US airmen escape to England; Belgian prisoners of war, liberated in 1945 by the Army at the war's end; and the Belgian government. The monument was authorized when the Belgian parliament passed a resolution to build a memorial to all US forces who helped restore freedom to Belgium.

Bacher, vice president of the 35th Infantry Division Association, was standing with the group of former American soldiers at the ceremony when he and a

veteran of the 28th Infantry Division were unexpectedly asked to participate in laying the stone.

"I was stunned when they motioned for me to come forward. All during the ceremony I thought, 'Why me?' It was a great honor. I felt we represented all the men who had been there before — those that came through and those who didn't," says Bacher. "As long as I live I'll never forget it."



Chief Warrant Officer 4 Bob Bacher, (inset), was chosen to place the cornerstone of a memorial in Brussels, Belgium. The 30 foot high monument symbolizes the Americans landing in Belgium to liberate Belgian POWs in World War II.

Approaching a combined total of 39 years military service with the National Guard, Reserve and Active Army, Bacher's eyes glazed with emotion as he continued. "The other veteran held the bucket of mortar and I put the first mortar on the stone. The Belgian Minister of Interior then put the first stone in place with the scroll of honor inside, and together we fitted the top into place. There wasn't a dry eye there."

Two World War II Belgian POWs designed the monument. The star symbolizes the United States and the distance US forces traveled to liberate Belgium. The three corner bases represent the oppressed country, with three points of the star as columns, a symbol of a peace dove landing to bring liberty. The name of each major US military unit that fought in Belgium will be carved on the three bases of the 30-foot-high memorial. Smaller units will be memorialized in a special book of honor.

The monument is located in Gett, one of nine boroughs that make up the city of Brussels. Each borough honored the visiting US veterans with ceremonies and dinners, and all were made honorary colonels in the Belgian Army. (Jean Daugherty, Phoenix DRC)



A FT. LEONARD WOOD SOLDIER BELIEVES that life begins at 40. **Private First Class Jerry Kestner**, Company D, 5th Battalion, 4th Training Brigade, demonstrated that belief by packing his bags a few days after his 40th birthday and joining the Army.



Forty-year-old PFC Jerry Kestner inspects the air brakes of a five-ton flatbed as part of his Army training as a wheeled vehicle power generator mechanic at Ft. Leonard Wood.

He doesn't view his enlistment as an extraordinary step. He says he's been thinking about doing it for 13 years.

"I took basic training at Ft. Leonard Wood in 1959," he recalls. "I spent almost nine years in the Army and then made one of the biggest mistakes of my life. I got out.

"For all these years I've been wishing I was back in the Army. Now I am," he said.

Kestner doesn't consider his age any hindrance in performance of his job. "I'm in as good physical shape as anybody," he explains. "I take orders from whoever gives them to me and they never hear me complaining about anything in the Army.

"I've been back in the Army about a month now and I love it. I don't care where they send me." (Larry Robinson, Ft. Leonard Wood PAO)

TWO RECRUITERS FROM HARTFORD, CT, were supported by a local camping supply outlet to promote the Army.

Ken Christiansen, Reserve recruiter, and his active duty counterpart, **Staff Sergeant Leocadio Ortiz**, arranged to display the "How to pack a pack" poster at the Eastern Mountain Sporting Goods store. The poster is being given to customers who may be interested in Army service.

"The store's clientele is interested in physical fitness and the outdoors," Christiansen said. "That's just the type of person we're looking for."

The two local recruiters hope to expand their idea and use other Army promotional items as tie-ins with local merchants. Ortiz explains that "retail stores appealing to our age group can help us spread the word on Army opportunities." (New Haven DRC)

ONE METHOD ARMY RECRUITERS CAN USE TO DRAW ATTENTION to both the Army and their recruiting station is to do what a Greenville, TN recruiter did recently: have the local radio station do a remote broadcast from the recruiting station.

That's what **Sergeant First Class James Elliot** did and the results more than justified the \$100 cost to the Army in advertising funds.

"I had the idea that I wanted to do something special and the idea of a remote radio broadcast immediately came to mind," Elliot said.

"I talked with the station manager at WSMG and he thought it would be a good idea. "We made the necessary arrangements with the Nashville DRC's A&SP division and everything was set," he said.

"While I was thinking of how best to get the Army message across during the two-hour broadcast some of the local merchants who heard the promotional messages came to me and offered to give away prizes," said Elliot.

"It was then that I thought of a question and answer session during the broadcast, the kind that's popular where the question is asked and the listeners have so many minutes to call in," he continued.

"In the plan I had I would ask questions about the Army and the listeners would have to stop by the station with the answer."

During the broadcast Elliot asked questions like "What is the basic starting pay for an Army private" or "What

educational benefits are available for someone who joins the Army for two years?"

Then he would announce the correct answer on the air and talk a little more about the Army with the listeners.

Elliot's area commander **Captain Jack Wolfe** and his assistant area commander **Master Sergeant Michael Endfinger** also had a chance to talk "Army" on the air.

According to Elliot the two-hour broadcast generated ten solid leads of which he has already enlisted one. (SFC Rick Hayeland, Nashville DRC)

AN ATTRACTIVE WINDOW DISPLAY can generate walk-in traffic. With this in mind, **Staff Sergeant Gary Goos**, of the Hastings recruiting station (Omaha DRC), recently converted an odd-shaped corner of his station into a miniature battleground.

Goos enlisted the aid of a friend and CI, **Greg Taylor**, to build the display. The two devoted a Saturday evening to building a wooden frame to fit in the corner, filling the frame with dirt and completing the war scene with HO-scale models of tanks, helicopters, anti-aircraft weapons and a locomotive.

"The scene doesn't depict any actual battle or historical period," Goos said. "The equipment depicted ranges from World War II vintage M48 tanks to Vietnam-era Cobras. The display draws a lot of interest."

Goos' war scene is always changing. The Hastings recruiter encourages walk-ins and applicants to move the models around as they desire.

Before he built the war scene, the view into the station from that window revealed only a filing cabinet. An active imagination and some extra effort have provided the Hastings recruiting station with a display that stops pedestrians in their tracks and sometimes brings them inside. (Chris Phillips, Omaha DRC)

TWENTY-SEVEN ROTC CADETS recently accepted assignments in the Reserve Simultaneous Membership Program (SMP) in a ceremony at Marion Military Institute, Marion, AL.

Of the 27 cadets signing enlistment contracts, 26 were students at Marion. The 27th cadet, and only female in the group, **Cindy Miller** of Centerville, TN, is a student at neighboring Judson College.

Officiating at the event was **Brigadier General Robert O. Bugg**, Alabama's 121st ARCOM deputy commander. Witnessing the ceremony were **Lieutenant Colonel Carlos B. Lewis**, Professor of military science at Marion; and **Major Jerry K. Fink**, the college ROTC XO. Also present were three recruiting people: **Lieutenant Colonel**

Don E. Butts, Montgomery DRC commander; **Captain Terry Brandt**, Montgomery recruiting station commander; and the recruiter responsible for it all, **Staff Sergeant Jim Hudson** of the Tuscaloosa, AL recruiting station.

How does one Reserve recruiter get 27 cadets to enlist in the SMP at one time? It was the teamwork of Fink and Hudson, the Army sentiment evident at Marion, and the merits of SMP which made it possible.

The history of the school helped Hudson in his recruiting effort. Since its founding in 1842, Marion Military Institute has established an outstanding reputation for both its high school and junior college programs. The small rural school attracts students from every state in the nation, partly due to the dynamic leadership of **retired Major General Thomas H. Barfield**, school president; and **retired Colonel L.R. Livingston**, commandant.

Hudson had a receptive audience the day he visited the school to explain the SMP to the assembled ROTC cadets. The benefits of the SMP made his job even easier. The \$100 per month pay through ROTC and another \$100 as Reserve unit members offered a strong selling point.

In Hudson's words, "Membership in a Reserve unit is a great way to get some hands-on, practical experience working with troops. As officer trainees in Reserve units, these cadets will be able to draw from the knowledge of the soldiers in the unit." (Jean Manning, Montgomery DRC)



Midwest Region Recruiting Command, Ft. Sheridan, recently celebrated the second consecutive year that the region was "Number 1" in USAREC. Midwest and its 13 DRCs closed out FY81 by enlisting 35,828 new soldiers against a mission of 35,025 for 102 percent of its objective. (Ft. Sheridan TASC)

Everyone's illuminated guide through the dark dank dungeon of USAR advertising

by MSG Len Breckler
HQ USAREC

"I still don't understand what you've been saying about Army Reserve Advertising," I said, exasperated at KOMs (my Kindly Old Master Sergeant).

He (probably equally exasperated) said: "Look, I don't know any more. I've been told there is a wizard down in the basement who can conjure up



any and all information on any subject you may come up with. I've never approached him with this subject, but you're welcome to try."

Better than nothing, I figured, so, that afternoon, armed with candles, matches and a strip map, I descended into the basement and began my search.

When I saw the sign, "Wizard -

Next Left", I knew I was close, even though the sign was dust covered and strung with cobwebs. Finally, on the left was a door with a sign saying "Wizard Within"; it was held up with one nail in one corner, at an odd angle.

Fearlessly, I entered.

I suppose you could call it an office; papers, printouts, a calculator, an unplugged crystal ball, RPIs, posters, dust on almost everything; this was on desks, tables, and the floor. Behind the desk sat, I guessed, the wizard.

Upon seeing me, he bent over, plugged in the crystal ball, watched it glow to life, adjusted his St. Louis Browns baseball cap, and said, "Snowblowers."

Which meant nothing to me.

"Snowblowers," he creaked, "is the answer you need."

Which still meant nothing.

"If you understand snowblowers, you will understand everything there is to know about Army Reserve advertising," he said.

Since he knew the question, I hoped he knew the answers.

By way of an answer, he asked, "When do people buy snowblowers?" He answered his own question by saying, "People buy them only when there is a lot of snow in the driveway." I knew what snow was, so I figured out what a snowblower does.

The crystal ball flickered and he asked, "How many snowblowers are sold in Houston and Phoenix?"

Knowing how little it snows in

those places, I answered, "Not many." Which still didn't explain much about Army Reserve advertising.

"Retailers don't put snowblowers on sale until they can sell them, and they don't put them on sale where they can't sell them," the wizard continued.

That made sense but it didn't answer the question.

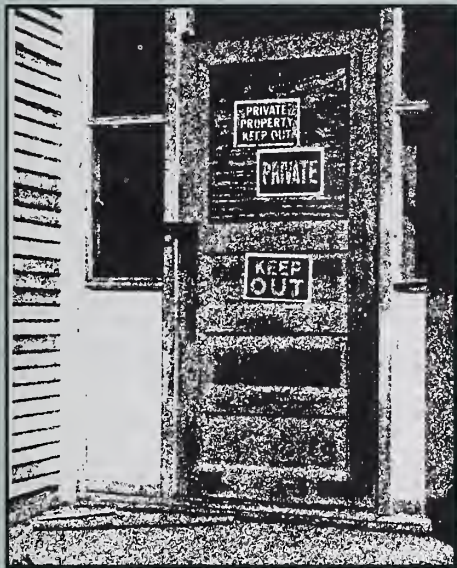
"Since a person in the Army Reserve can be called a part-time hometown soldier, advertising for the Reserve has to be **where** the person is



when that person can buy and the advertising has to feature what can be bought **locally**."

Mindboggling!

Logical too.



The wizard's doorway

The Army Reserve's part-time nature makes it the obvious answer to students who intend to stay students, I figured. I could see it meant that High School Juniors planning to graduate were likely candidates, as were those High School Seniors (and grads) planning to go on to college. Naturally, those already in college are also likely candidates.

With a start, I realized I had forgotten the wizard . . . I didn't need to worry when I looked back at him, the glow from the crystal ball had faded and the wizard had nodded off as though he had just finished a three martini lunch.

Wandering back to my office, I could feature that I knew it all.

Knowing who the Reserve was go-

ing after (see sidebar), I could divide them and see how FY 82 advertising was going to reach them.

- High School Juniors are a special case. The Active component can't do a thing to, with, for or about them while the USAR sees them as a prime target. The split training option (basic this summer, AIT the next) was made for them; money and summer jobs. Assuming a basic training starting date of say, 15 June, we could enlist them under Pay Group L on 15 December so as to lock up their training seats and unit slots early and begin paying them regular drill pay on 15 March. Kind of a nice idea, a paid DEP.

- High School Seniors planning on college and students in college are another group where the USAR has some things very specific and beneficial, money and summer jobs. Back to that basic training starting date of 15 June, this group can enlist under Pay Group L on 15 September to guarantee training seats and unit slots early and begin drawing regular drill pay on 15 December. Neat idea, a longer paid DEP.

Seeing that students who are going to remain students are an audience group who would be attracted by the USAR offers primarily between January and June, I could see when we should be concentrating on them. (Indeed, I saw some statistics later that showed the time frame January - June to be easily the most productive non-prior service months and July to November to be the best prior service recruiting months.)

The Reserve maintains an advertis-

ing presence that varies in intensity according to when the audience being reached can take the USAR up on its offers. This means student oriented messages are heaviest in the January - June magazines that attract students and many adults and in youth oriented radio programming.

Similarly, special Key Market Campaigns against selected geographic targets in February and April are purposely student oriented.

That general advertising presence is reinforced drastically by direct mail to as many High School Juniors, Seniors and College students as possible. Literally, quite a few million addresses.

Now then, direct mail cannot make an enlistment happen; all it can do is put name, phone number and address in a recruiter's hand so that the recruiter can contact and maybe make a sale.

While a lot of students go for USAR offers, not all who enlist are students.

From the population at large, including many people who have already served a stint in the Army or other service, many people aged 17 - 34 see USAR advertisements. When they receive a letter in the mail asking them to come in or to return to service, part time only, many make the decision to do just that.

A direct mailing went out in late July to 107,000 members of the Individual Ready Reserve (people formerly on active duty who still had part of their six-year service obligation remaining), 10,000 people asked for more information and at latest count, 13 percent of them were back in uniform in a Reserve unit.



The crystal flickered and he asked, "How many snowblowers are sold in Phoenix and Houston?"

A look at "Junque Mail"

At about the same time, a mailing to the same number of people who had also been on active duty and had recently completed their IRR obligation, was made. These results have been good, although not as spectacular as those from IRR members.

All that sounded pretty good, use advertising to keep the idea of the Reserve in the mind, then hit them with direct mail when they are most likely to buy your product! I could understand how direct mail works because I read the sidebar on page 22. I understood about the USAR advertising because I had seen it on, uh, that is, I had read an ad for it in . . . now darn, where had I heard or seen it anyway..?

That was puzzling. I couldn't remember where I had seen or heard US Army Reserve advertising. Once or twice, maybe, but . . .

Back down to see the wizard.

When I walked in, the crystal ball glowed again, and the wizard asked, "What's the difference between an Army Reserve tank and a regular Army tank?"

I researched the old brain cells and

A whole new industry has grown up with the post office in the past couple of decades, direct mail marketing. It's based on the three facts of selling by mail:

- It is easily targeted.
- It is cost efficient.
- It has a measurable response.

Using direct mail, an advertiser can present a specific sales message to a very select group and it can easily figure the cost per sale, be it shoes, fur coats or USAR enlistments. Further, if a sales message doesn't make a predetermined number of sales, the message can be changed and you can try again and again, if necessary, until you find a winner.

Based on mailings to High School Seniors in FY 81 alone, over a hun-



Back to the wizard

came to the startling conclusion, "Nothing".

"Right," said the wizard, "nothing.

So, why spend a lot of the tax payers dollars for Army Reserve advertising when you can spend a lot less money

telling people who know something of the Army about the difference between the two."

Profound:

Logical too.

There are, indeed, lots of people who see "Army" coming at them on the tube and elsewhere in tanks, helicopters and jumping out of airplanes. That would be a lot of ad bucks to overcome for the Reserve. (Found out later that's more than \$30 million ad bucks they spend on media.)

So, what the Reserve needs to do is let people know the difference between that Army out there someplace and the Reserve unit that is in the hometown right now. And let them know that the hometown Army is not a full time thing, but a part-time job at home.

Armed with these insights, I trooped back up stairs, only to be met with a glare and a question, "Do you know everything about USAR advertising?"

"Naturally," I said.

"Good, there's a general in the other office who needs to be briefed about Army Reserve advertising. Go do it. I'm leaving for lunch."

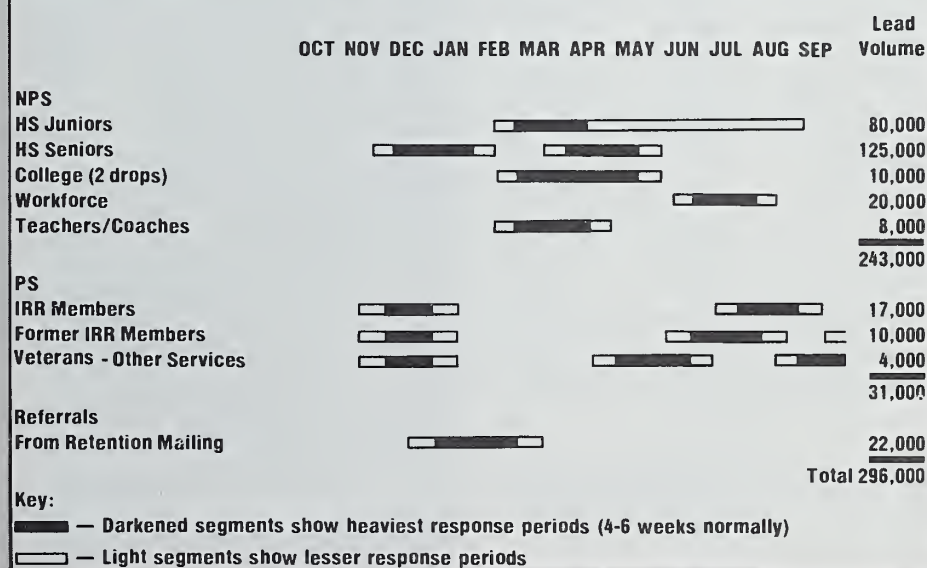
dred thousand Seniors expressed enough interest in USAR enlistment to fill out and mail a card asking for more info. Juniors chipped in with 45,000 cards mailed back. Altogether, 211,000 USAR leads were provided to recruiters through direct mail efforts.

(Those blasted REACT cards.)

(Well, maybe not.)

Since February, 1980, inquiries to Army Reserve advertising have been screened to eliminate Donald Duck, Mickey Mouse and other obvious fakes. Additionally, each remaining inquirer (that results in a Class A lead) has been contacted by telephone and a verification made that indeed that person has a genuine interest in receiving USAR information.

FY 82 Direct Mail Lead Flow



The “USAR Option”

The Army Reserve is looking for young people, aged 17 to mid-20's, much like the Active component but there's an important difference. A three or four year commitment to the Active component takes a person away from home, school or a job and that's not always in the best interests of the target audience.

Some want to stay home and serve part of the time. That's where the USAR comes in. When talking to these people, remember that the “USAR Option” may be best for:

- High School Juniors
- High School Seniors planning on college.
- People who already have acceptable jobs and want or need a part-time job.
- People looking for training without a three or four year commitment to some other location.
- People interested in serving their country but part-time.

Pictured here are some of the direct mail packages that were mailed in 1981. Some were more successful than others.

Treasurer of the United States

YES, I'm interested in a part-time job that will give me a lifetime of benefits. Please send me more information on the Army Reserve.

PAY TO THE ORDER OF:


Phone No. _____

Date of Birth _____
month day year

Education: College 1 2 3 4
(circle current grade)

SAMPLE

READY...



for a management career.

You've Heard

“KEEP IT UNDER YOUR HAT”?



Here's a Hat To Keep It Under!

Since this package was printed, a new premium has become available...the Army Reserve Command Cap. Return the postage-paid reply card **TODAY**, and you'll receive this attractive, sporty cap.

It's great for weekend relaxing...great for intramural sports...great for everything! Remember, it's yours **FREE** when you return the enclosed reply card. Please be sure to check off your size, too.

The "Top 100" Club



The Command's most elite and successful on-production recruiters have been selected for membership in the Commanding General's "100 Club". These recruiters contributed significantly to mission accomplishment during the fourth quarter and will receive a special certificate of recognition. The selection of the top 100 recruiters was based on the number of incentive award points accrued during the fourth quarter. Competition will be on-going; shoot for membership—it's a great honor.

NAME	IAPs	DRC
SFC Inman, June	1590	Balt/Wash
SSG Sheppard, Rona M.	1080	San Francisco
SFC Inwood, David N.	1030	Denver
**SFC Clayburn, Hoyt L.	940	Albuquerque
SFC Lewis, Luther	690	Salt Lake City
SGT Young, Richard M.	540	Balt/Wash
**SGT Perez-Rivera, Hector	380	San Juan
SFC Hathaway, Michael T.	364	Albuquerque
SSG Hudson, James L.	360	Montgomery
GS7 Carvel, James L.	336	Kansas City
SSG Baez-Salcedo, Rafael	310	San Juan
SSG Velez, Felix M.	310	San Juan
SFC Whaley, Joseph E.	290	Balt/Wash
SSG Caswell, Dennis L.	282	Montgomery
SSG Nunez, Rudy	280	San Francisco
SFC Hayes, William	278	Columbia
SSG Blackwell, Michael J.	278	Des Moines
*SGT Scott, David C.	278	Pittsburgh
SSG Collins, Michael	275	Cincinnati
SGT Fleetwood, Jeffrey T.	272	Balt/Wash
GS7 Johnson, John W.	266	Sacramento
SSG Paulish, Carey B.	265	Omaha
SSG Pasquino, Jery J.	264	Miami
GS7 Arroyo, Felix	258	San Juan
SFC McCoy, Lonnie M.	256	Cincinnati
SFC Metts, Herbert E.	256	St. Louis
GS7 Dragonas, Dennis	254	Boston
SFC Swanson, Leslie G.	252	Denver
SFC Graham, Lawrence	250	Santa Ana
SSG Hunt, Susie M.	250	Long Island
SSG Myers, Robert M.	246	St. Louis
SGT Horsey, James M., Sr.	246	Balt/Wash
SFC Pugh, James O.	242	Phoenix
SFC McLaughlin, Jack R.	242	Philadelphia
SSG McCallum, Richard L.	240	Salt Lake City
SFC Leija, Juan	238	Kansas City
SSG Ortiz, Leocadio	238	New Haven
SSG Orton, David L.	234	Minneapolis
SSG Powell, Andrew	234	Little Rock
SFC Delen, Eric A.	234	Balt/Wash
*SGT Smith, Betty S.	234	Raleigh
SFC Morgan, Gene J.	232	Cincinnati
SSG Bell, Richard, J.	232	Cincinnati
*SSG Taijeron, Roman P.	232	Honolulu
SGT Bryd, Larry C.	230	Cincinnati
SFC Nesmith, Marvin, E., Jr.	230	Columbia
SSG Johnson, Gayle P.	230	Jackson
GS7 Rivera, Gregorio	228	San Juan
SGT Green, Larry D.	228	Seattle

NAME	IAPs	DRC
SSG Bradford, Walter	226	Cincinnati
GS7 Caroway, Charles E.	226	Charlotte
SFC Boulter, Curtis	226	Charlotte
GS7 Driver, John T.	226	Jackson
**SSG Hewitt, James E.	224	Columbus
*SGT Ludlow, Robert H.	224	Milwaukee
**SGT Diaz-Camacho, Alberto	224	San Juan
SFC Wohlgemuth, Richard J.	224	Seattle
SFC Harman, Melvin L.	224	Richmond
SGT Petticolas, Samuel R.	222	Balt/Wash
SSG Smith, Gary L.	220	Miami
SFC Swiger, Donald R.	219	Harrisburg
SGT Rippy, Wade E.	218	Lansing
SFC Mills, Rickey R.	218	Omaha
GS7 Hubbard, Ronald C.	216	Minneapolis
SFC Ray, Billie F.	216	Nashville
SSG Harrell, Harry F.	214	Little Rock
SSG Smith, William E.	214	Balt/Wash
SSG Esteves-Flores, Luis S.	214	San Antonio
SFC Burkhardt, Norman B.	214	Pittsburgh
SFC Price, Larry	212	Beckley
SFC Harvey, Clifford M.	210	Harrisburg
SSG Winford, Kendall	210	Little Rock
SFC Bras-Garcia, Roberto	210	San Juan
SSG Karren, Thomas G.	210	Salt Lake City
SSG Schaefer, Raymond A.	208	Concord
SSG Roura, Peter	208	Milwaukee
SSG Ronnenberg, Albert J.	208	Minneapolis
SFC Moser, Bruce E.	206	Harrisburg
SSG Prince, David E.	206	Columbia
SFC Rannels, Edmund B.	206	Charlotte
SFC Faison, Samuel, Jr.	204	Raleigh
SFC Woodruff, Tommy N.	204	Raleigh
SGT Cole, Gregory	204	Philadelphia
GS7 Santiago, Ellis	204	San Juan
GS7 Brown, Beecher	204	Balt/Wash
SSG Brown, Jimmy G.	204	Milwaukee
SFC Nemec, Donald N.	203	Des Moines
SSG Campbell, Urcle C., Jr.	202	Salt Lake City
SFC Marshbourne, Dean G.	202	Raleigh
SSG Beideman, Larry	202	Philadelphia
SSG Gardner, David J.	202	Montgomery
SSG Owens, Warren E.	202	Balt/Wash
GS7 Speight, Samuel	202	Balt/Wash
SFC Moore, Penelope	202	Cincinnati
SFC Powell, Billy G.	200	Columbia
SSG Delong, Danny E.	200	Louisville
SSG Knoch, John F.	200	Columbia
SSG Winfield, David E.	200	Concord
SFC Crockett, Thomas R.	200	Little Rock

*Denotes second consecutive membership

**Denotes third consecutive membership

Reserves sponsor high school awards for nationwide publicity

by HQ USAREC A&SP

The United States Army Reserve and Scholastic COACH Magazine are once again pooling their resources to sponsor the Army Reserve "Spirit of Victory" National Scholar/Athletic Award Program. The decision to continue follows a successful first year for the program which honors top scholar/athletes in high schools across the country. In FY 81 505 schools participated, and the Reserve expects to exceed that number this year.

The program is designed to honor bright high school athletes while giving the Army Reserve favorable exposure in the local community. The plan calls for an Army representative to present the certificate to the winner at an appropriate school occasion such as graduation, a sports assembly, an awards assembly or an all-sports dinner. Additional exposure for the Reserve is obtained through the publicity generated by the schools and the District Recruiting Commands.

This year, as last year, schools will be notified of the award program by mail and through advertisements in Scholastic COACH Magazine. All high schools with more than 300 students (over 60 percent of all secondary schools and 92 percent of the total high school population) will be contacted by letter from Scholastic COACH.

Schools wanting to participate receive a kit which includes instructions and a selection form on which they will supply the name and other information about their local winner(s). Schools may select both a male and

female winner.

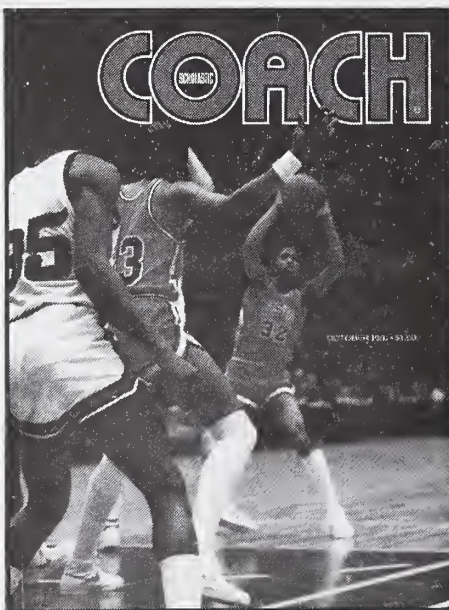
Last year 343 nominations were received by the mid-April deadline, a return rate of 25 percent from those who received the participation kit. Mailgrams sent to the non-responding schools netted an additional 162 responses. This year, Scholastic COACH and the Army's advertising agency, N.W. Ayer Inc., plan to follow-up the mailing of the introductory letter with a second mailing to non-respondents. They again intend to use the Mailgram to obtain the names of winners from schools slow in filing their selection with the magazine.

The Army Reserve will provide a certificate for each winner handlettered with recipient's name and high

school. The certificates will be distributed to the DRCs through N.W. Ayer's field account executives. The DRCs will be responsible for arranging the presentations to be made by either USAREC members or USAR members who are also prominent civic leaders.

According to John Carter, program coordinator at Scholastic COACH, organizing a national program of such massive scope is no small job. "The Army, their advertising agency, and the magazine work together to meet time schedules and deadlines. Last year, some schools sent in their selections only a week before their award ceremony and expected to have the certificate in a matter of days. We tried very hard to comply with all

The Army Reserve and Scholastic Coach pool their resources in advertising for the National Scholar/Athletic Award Program.



ANNOUNCING:
The Second Annual
U.S. Army Reserve
"Spirit of Victory"
National Scholar/Athlete Awards

This is the second year of the highly popular national program created for recognition of athletes who excel in the classroom as well as on the gridiron. The U.S. Army Reserve is offering this ideal way to honor America's outstanding high school scholar athletes.

This coming spring the Army Reserve, in cooperation with Scholastic COACH, will prepare and present a "Spirit of Victory" National Scholar/Athlete Award certificate to every participating school. Every athlete, both male and female, who has won avars letter in a 1981 spring sport or a 1981-82 fall or winter sport (1982 spring sports excluded) is eligible. Each school selects its own winner.

How do you enter?
 Review: First select a Scholar/Athlete Award faculty coordinator (one per school). Have the coordinator return the coupon below. Be sure to include all requested information.

Its return mail you'll receive all the information needed to take part: the simple rules selection form; list of public relations forms and return envelope. At the proper time, your school's eligible athlete with the highest academic average to be honored. If your school has already established standards for scholar athlete awards, these can be submitted. If you wish you may select a boy and a girl.

It's that simple. If you've been looking for a way to salute your top scholar athlete, this is the program you've been waiting for. And best of all, there's no cost to you or obligation on the student's part. From the hands of schools that participated last year. Don't wait! Send in the coupon today. Your decision to participate must be received no later than February 15, 1982. A long date for selecting the student who is to receive the award and returning the completed form is April 15, 1982.

Please enclose your school without charge in the U.S. Army Reserve National Scholar/Athlete Award program. I will serve as your faculty coordinator. Send the special participation kit to:

NAME _____
 POSITION _____
 SCHOOL _____
 CITY _____ STATE _____ ZIP _____
 SCHOOL PHONE () _____
 SCHOOL ENROLLMENT _____
 APPROXIMATE DATE SCHOOL CLOSING _____

requests and were successful in most cases," he said.

Major Dave Ritterpusch, Deputy Director, A&SP (USAR), at USAREC, said "cooperation and coordination are the essential elements that make this program work. On the Army side, it means an active involvement on the part of all the DRCs. They must be enthusiastic about contacting the participating schools in their areas and assisting with the presentation and publicity materials for the local media."

Ritterpusch cited the efforts of the Denver District Recruiting Command

in FY 81. The Denver DRC took an active interest in the program, sending news releases to the Scholar/Athlete recipients' high schools and community newspapers. Each release was accompanied by a photo, announcing the name of the winner, other awards and accomplishments, and future plans. The releases also gave the name of the Reserve representative making the presentation. "The extra effort paid off well," said Ritterpusch. "In the Denver area, 75 percent of the presentations received local publicity."

Last year, N.W. Ayer also placed

information about the program on the News/Sports Radio Network, a national electronic radio feed distribution service. The broadcast was provided 586 stations with more than 5 million listeners.

In 1981, the 505 presentations were made before audiences totaling nearly 160,000 people. This year, the goal is to surpass that number by increasing the number of awards presented, and increasing the publicity from each. The response in 1981 was great and the feeling is that in 1982, it will be greater. **T**

UNITED STATES ARMY RESERVE
NATIONAL
SCHOLAR/ATHLETE
AWARD
1981



Presented in Recognition of Outstanding
Academic and Athletic Achievement to

M. Arthur Neiman
M. Arthur Neiman, Publisher
Scholastic Coach Magazine
National Program Coordinator

William R. Berkman
William R. Berkman
Major General USA
Chief, Army Reserve



Recruiter Aid

CHAMPUS claim processing

Editor's note: This is the sixth in a series of articles on the Uniformed Services Health Benefits Program. This article concludes the discussion on the process of submitting CHAMPUS claims and the restrictions of the program in remitting payment to the beneficiary or the provider. Check with your DRC Health Benefits advisor for the latest information on specific CHAMPUS questions.

In the previous article, it was written that the claim form must be completed by the beneficiary if the provider is nonparticipating. A CHAMPUS beneficiary can receive medical care from either a participating or a nonparticipating provider. If the provider participates in CHAMPUS, the claim form must be completed by both the beneficiary and the provider. Instructions on the claim form should be followed. The benefits will be paid directly to a participating provider.

You must prove your eligibility for CHAMPUS benefits to a participating provider by showing a Uniformed Services ID Card. He must see the ID card before he takes care of you.

The claim process requires that you fill out the top part of the claim form (Items 1-18). The participating provider fills out the bottom part, signs it, and sends it to the appropriate CHAMPUS claim company. The CHAMPUS claim company processes the claim and sends the CHAMPUS share of the allowable charge to the participating provider. You are responsible for paying your share directly to the provider. You as a beneficiary should receive a copy of the "CHAMPUS Explanation of Benefits" explaining the claim determination.

The CHAMPUS claim company may require certain documents to be sent with the claim regardless of whether submitted by the beneficiary or the provider. For example, a non-availability statement (DD Form 1251) is required if the claim is for nonemergency inpatient care and the beneficiary resides within a 40-mile radius of a Uniformed Services hospital. A copy of the nonavailability statement must be attached to each claim related to the inpatient care episode.

A deductible certification is required if the outpatient deductible of \$50 or family deductible of \$100 has been satisfied by a previous claim(s) filed with a CHAMPUS claim company other than the one with which the current claim is being filed. Failure to submit a copy of the deductible certificate may result in another deductible being charged.

Many of the CHAMPUS claim forms include instruc-

tions on filling out the form. This will assist in ensuring the form is filled out properly. Contact your Health Benefits Advisor or the CHAMPUS claim company to resolve any questions on completing the claim form.

All claims must be submitted to the appropriate CHAMPUS claim company not later than December 31 of the calendar year following the year in which the service or supply was received. Do not confuse the filing deadline which is based on the calendar year with the outpatient deductible period which is based on the fiscal year.

For example, a claim for care received during Calendar Year 1981 must be filed not later than December 31, 1982. If a claim is returned for additional information, it must be resubmitted by the applicable filing deadline or within 90 days of the date of the notice of the returned claim, whichever is later. The CHAMPUS Program encourages that claims be filed after the service or supply is provided.

When a patient is receiving continuous medical care that can be expected to last more than 30 days, claims should be submitted at least every 30 days (monthly). They can be submitted more frequently if the beneficiary or provider wishes.

Many of the claims are rejected because they are improperly completed and are returned for correction or disposition. This creates a delay in receiving payment under the CHAMPUS program. Follow the instructions of the form when provided or call the health benefits advisor or CHAMPUS claim company when expert help is needed. Don't forget to sign the claim form. Incomplete forms will be returned for completion. It is a good practice to keep a copy of the claim form and all attachments for your records.

An individual provider agrees to participate in CHAMPUS by checking "Yes" in Item 32 and signing in Item 33 of the CHAMPUS claim form. In other words, each time he participates, he agrees to submit the claim to the CHAMPUS claim company and accept the CHAMPUS share plus the beneficiary's share of the allowable charges as payment in full for the medical services or supplies. Remember it is the check mark in Item 32 "Yes" on a claim form that makes the provider a participant in the program. A verbal statement by a provider that he will accept payment in full is not binding and it does not make him a participating provider.

This concludes the discussion on Claim Processing and the CHAMPUS Program. If further details are needed, check with your DRC Health Benefits Advisor. (USAREC QOL)



Re-Update

Reups need selling too

There have been many articles written about reenlistment. One theme which commonly appears in reenlistment articles is morale.

Included in this broad term are leadership, job satisfaction, living conditions and benefits. Together, these factors are the ingredients of a successful reenlistment program.

If morale and esprit are the ingredients of a successful reenlistment program, is an E6 or E7 battalion reenlistment NCO responsible for improving the psychological climate in the unit? This is obviously a command responsibility, because the 79D does not have the authority to initiate much action to improve morale.

Should the 79D then be an advisor to the commander? While this would be a valid function of a reenlistment NCO, he could only have a small share of the responsibility, considering the commander has a staff consisting of inspector general, an adjutant, a chaplain, an organizational effectiveness officer and a human relations and equal opportunity officer, all trained for this purpose.

If the 79D's primary function is not improving morale, then he must be a salesman because of the close resemblance the MOS has to recruiting. A soldier who has had three years of bad experience in the Army cannot be sold on reenlistment, no matter how persuasive the salesman is. However, all soldiers in a unit have not had the same experiences, nor have they had the same perceptions of the Army.

Reenlistment NCOs can group soldiers into three categories: those who will stay in, those who will get out and those who are undecided. It should be obvious that the primary market consists of soldiers who are undecided. Unfortunately, there is no way to identify this market without talking to all eligible soldiers. Thus the requirement to conduct scheduled interviews was established and the goal of these interviews is to determine the soldier's intention and then sell him on reenlistment. The sales technique should not be the same as that which would be used to sell the Army to potential enlistees.

The reenlistment NCO should overcome objections, amplifying (not simply explaining) benefits and showing how reenlistment can satisfy a soldier's needs. For example, if a soldier generally likes the Army but does not like the present job or assignment, the reenlistment NCO should be selling a change of MOS or assignment. His ability to identify and sell undecided soldiers has a significant effect on the reenlistment program. Since good morale will increase the number of soldiers who will reenlist or are undecided, it will also impact on the program.

Another important function of the 79D is to cause others to sell soldiers on reenlistment. There are as many NCOs and officers who ignore or talk down reenlistment as there are those who actively support it. The goal of the 79D is to identify and use those individuals who support reenlistment while at the same time motivating the others to support the program. In the recruiting field, this is called cultivating and using centers of influence and it can mean the difference between failure or success.

Most other functions performed by a 79D are in support of selling reenlistment or causing others to do so. For example, establishing a reenlistment incentive awards program to recognize high achievement is simply an attempt to motivate someone to sell reenlistment.

Unfortunately, some 79Ds have lost sight of these goals and have become administrators instead of salesmen. Although administration and management are crucial, especially above brigade level, first line reenlistment NCOs are salesmen who must sell reenlistment as well as themselves.

Some reenlistment NCOs make the mistake of expecting officers, NCOs, and additional duty reenlistment NCOs to automatically support reenlistment just because they are in leadership or duty positions. If these centers of influence are not sold on the program and the credibility of the 79D, the chances of success are dismal.

When a unit is not making the objective, everyone including many 79Ds begins to look for excuses such as poor support, leadership, working conditions or pay. While these factors do hinder keeping a good volunteer force, trying to rationalize poor performance only makes a grim situation worse.

The belief that many 79Ds are administrators instead of salesmen has also resulted in poor training. This belief has resulted in what appears to be a shift away from sales techniques in the MOS training.

The importance of selling in this article may lead to the conclusion that MOSs 79D and 00E should be combined. While the merits of merging the two MOSs are valid, the importance of salesmanship was identified when both career counselors and recruiters had the same training and were both awarded MOS 00E. Separating the MOSs, while keeping them in the same CMF, happened after the realization that both MOSs are sales oriented yet the recruiter and career counselor work in different environments and markets.

Anyone in the CMF who is not capable of either convincing undecided soldiers to reenlist or civilians to enlist has chosen the wrong CMF. (MSG Arthur W. Heyman, HQ TRADOC)

Diagnostic Test



January 1982

1. Lead referrals should contain at a minimum, name, telephone and/or address.

True _____ False _____

2. Which of the following steps are used in pre-call planning?

- a. Answer the objection.
- b. Develop a list of prospects.
- c. Follow-up.
- d. Confirm the appointment.

3. Which of the following is not a part of the telephone sales message?

- a. Establish rapport.
- b. Prepare your sales message.
- c. Stress benefits.
- d. Use a sales vocabulary.

4. In using the proper technique(s) to overcome an objection the recruiter must:

- a. Confirm understanding of the objection.
- b. Prepare the prospect for your answer.
- c. Answer the objection.
- d. All of the above.

5. When a prospect appears tense and uncomfortable the recruiters should:

- a. Ask him a basic qualification question, i.e., APPLE MD.
- b. Use a sales vocabulary to make yourself more comfortable.
- c. Use small talk and friendly gestures to put him at ease.
- d. None of the above.

6. Which of the following techniques would you be using if you asked a prospect "Would you prefer to test Monday at 10:00 A.M. or would Wednesday at 7:30 A.M. be better"?

- a. Man to Man Method.
- b. Direct Denial Method.
- c. Two Choice or Double Question Close.
- d. Off Setting Advantage Method.

7. Under what circumstances is a 17 year old applicant permitted to enlist with only one parent's signature on Page 8 of DD Form 1966?

- a. If one of the parents will be absent at an unknown destination for an extended period of time.
- b. If only one parent is entitled to custody and control of the applicant.
- c. Both of the above.
- d. None of the above.

8. The Prospect Card Locator File allows for the quick retrieval of any USAREC 200 Card in which of the following sections:

- a. Shipped Pending.
- b. Daily Suspense.
- c. Monthly Suspense.
- d. All of the above.
- e. None of the above.

9. Field recruiters are responsible for administering the Screening Physical Examination for Army Recruitment (SPEAR) to all applicants prior to MEPS processing. The purpose of administering the SPEAR is:

- a. To qualify applicants mentally prior to MEPS processing.
- b. To qualify applicants medically prior to MEPS processing.
- c. To avoid AFES processing of physically disqualified applicants.
- d. To qualify applicants morally prior to MEPS processing.
- e. All of the above.

10. The primary interface between the recruiter and station commander within the management systems is the:

- a. Processing List.
- b. Recruiting Prospect Card.
- c. Conversion Data Sheet.
- d. Daily Planning Guide.

11. React is a vital system that provides field recruiters with additional leads who have responded to Army advertising. When should these leads be placed in the Prospect Card File suspense?

- a. At the time of receipt.
- b. At the time of contact.
- c. At the time the individual agrees to an appointment.
- d. At the time of testing and processing.

12. Which of the following is a major factor in determining the success of the Schools Recruiting Program?

- a. Indicating the priority of contact on the LRL and ASVAB printout in front of each lead's name through aggressive recruiter participation in school events.
- b. Integrating all available resources to gain high visibility for the Army and generating interest on the part of the students, faculty, and administrators and parents within the school.
- c. Sharing access to all LRL from the schools with the USAR recruiter and insuring all components of the Army are represented in school activities.
- d. Involvement from the chain of command to promote ASVAB testing within the school.
- e. All of the above.

13. Ownership is defined as:

- a. Insuring the applicant receives red carpet treatment at the MEPS.
- b. Insuring the recruiter and applicant establish and maintain rapport in the sales interview.
- c. Insuring the recruiter cares for the applicant through his/her total processing and initial enlistment.
- d. Insuring the recruiter follows up on the applicant after enlistment and during training.

14. The Essential Monthly Activities Sheets (USAREC Form, 446.1 thru 446.12) provide the basis for an individualized plan for each high school. These forms will be updated _____.

- a. Daily.
- b. Monthly.
- c. Quarterly.
- d. Annually.

15. Contact between a recruiter and a DEP/DTP enlistee should be maintained:

- a. Semi-weekly, and 3 days prior to departing for Active Duty.
- b. Weekly, and 3 days prior to departing for Active Duty.
- c. Bi-weekly, weekly during the last month of DEP/DTP status, and 3 days prior to departing for Active Duty.
- d. Monthly, weekly during the last month of DEP/DTP status, and 3 days prior to departing for Active Duty.

16. A contracted soldier participates in VEAP:

- a. Automatically on enlistment and entrance on Active Duty.
- b. Immediately on enlistment in the DEP/DTP and execution of the VEAP allotment.
- c. Upon entrance on Active Duty and selection of the VEAP option.
- d. Upon selection of the VEAP and execution of the VEAP allotment.
- e. None of the above.

17. Each day the station commander will record appointments made by assigned recruiters on USAREC form _____.

- a. 538.
- b. 534.
- c. 535.
- d. 533.

18. All prospect cards filed in Section I, Division VII of the Prospect Card filing system will clearly state:

- a. Results of the last follow-up.
- b. Reasons for temporary disqualification.
- c. Reasons for termination.
- d. Date of next DEP follow-up.

19. Section I, Division V of the Prospect Card File contains Recruiting Prospect Cards (USAREC Form 200) on:

- a. Terminated prospects.
- b. Temporarily disqualified prospects who are awaiting final disposition on waivers or other enlistment documentation.
- c. Prospects who have no current follow-up value.
- d. Prospects who have permanently relocated outside the station area of responsibility.

20. The general reservoir section of the Prospect Card File is maintained by:

- a. Each recruiter as a separate section.
- b. Each recruiter as a consolidated section.
- c. The station commander by section for each recruiter.
- d. The station commander as a consolidated section.
- e. None of the above.



Update

System to stop fraud, abuse

DEERS is a new way of checking who's entitled to military health care services. It will affect every person in the military by September 1983.

The acronym stands for Defense Enrollment Eligibility Reporting System. "Secure the benefits you've earned," is the DEERS slogan. You won't lose any benefits if you're entitled to them, but the system will help stop abusers who cost the government about \$60 million in health care annually; \$20 million in direct care facilities and \$40 million through CHAMPUS.

Abuse or fraud takes place when people who were at one time eligible for medical benefits don't turn in their ID cards when their eligibility ends. They continue to receive benefits which they are no longer entitled to. Fraud also happens when someone uses an ID card that has been changed or obtained illegally.

When soldiers or their families want medical services from a military health facility under the new system, their eligibility may be checked through a telephone/computer terminal. It works the same way as a credit card company checking credit accounts.

CHAMPUS will also be able to use the system to make sure a person is entitled to reimbursement for care at a non-military hospital, clinic or doctor's office.

The DEERS program was established in FY79 and began phasing-in during 1980. A worldwide enrollment will follow the completion of the program in CONUS.

Until the system is well underway, no one will be turned away from a military health care center. However, those who are later proven ineligible may have to repay the government for services received.

Active duty and retired soldiers entitled to retirement pay will be automatically enrolled from information in their service records. However, it is their responsibility to enroll their family members. At the time of enrollment, proof of relationship of the family member to the military sponsor is required.

The legal documents needed to enroll family members in DEERS are:

- Retirement Orders (or DD Form 214)
- Marriage certificate
- Birth certificate
- Death certificate
- Certified copy of court order for adoption
- Final divorce order or decree
- Statement from licensed physician or medical officer indicating physical handicap and period of incapacity for dependent children over 21 years old who are incapacitated.
- Certificate of Ineligibility for Social Security from the Social Security Administration for dependents older than 65 years who are ineligible for Social Security.
- DD Form 1300, Report of Casualty required for widows and surviving children.
- Certificate of enrollment from school registrar for dependent children over 21 who attend colleges or universities.
- ID card number and expiration date of each dependent's ID Card.

DEERS will be a mandatory program with about 12 million people enrolled when the phasing-in is completed. If you are not already part of DEERS, you will be soon. (DA Scene)



Diagnostic Test

Answers to December 1981 test

1. d. 9 months-(USAREC Message 319262Z Mar81, Change to USAREC Pam 350-2)
2. c. Several different people, but it is the responsibility of the station commander-(APPENDIX B, Paragraph 1, USAREC Pam 350-2)
3. c. 60 days (APPENDIX B, Paragraph 1, USAREC Pam 350-2)
4. b. Have 12 months of full time nursing experience prior to application (Paragraph 1-11e (10) and 3-2b, AR 135-101)
5. c. Division III (Daily Suspense)-(Paragraph 2-7(1) Note, USAREC Reg 350-7)
6. d. all of the above (Paragraph 2-11b(3), USAREC Reg 350-7)
7. b. 6 months from date of approval (Paragraph 3-7, USAREC Reg 350-7)
8. d. Division V, VI, VII - (Paragraph 2-7a(5), (6), (7), USAREC Reg 350-7)
9. c. (USAREC Reg 350-7-Chapter 2, APPENDIX C, Paragraph 3c.)
10. d. 200 - (Paragraph 2-19, USAREC Reg 350-7)
11. d. all of the above - (COI, HRAP, DRAP, Walk-ins)-(Paragraph 2-18b USAREC Reg 350-7)
12. c. 30 September - (Paragraph 2-7a(7), USAREC Reg 350-7)
13. True - (Paragraph 2-11b(4)(a), USAREC Reg 350-7)
14. b. 2 (4th and 9th months) - (APPENDIX C, USAREC Pam 350-2)
15. c. (Chapter 3, APPENDIX B, USAREC Reg 350-7)
16. False - (Paragraph 3c, USAREC Reg 611-4)
17. c. Negotiation and adjudication-(Paragraph 3g, USAREC Reg 601-73)
18. d. MQD-(Paragraph 2-3e, USAREC Reg 350-7)
19. c. RBMS-(Paragraph 2-1, USAREC Reg 350-7)
20. d. Division II (Shipped or pending final determination) (Paragraph 2-7a(2), USAREC Reg 350-7)



Sound off

We understand

MAJ James D. Bryan
HQ USAREC
Training Division

it's a world like no other — a shimmering blue sapphire
set in the vastness of the universe,
it's a world of complexity and change of prob-
lems and promise of happiness and hope . . .
a world of big beginnings — it's your world;
you're sketching your plan, looking ahead, making your
presence known,

we understand.

there's no one like you, you're unique in the history of
mankind.
you're young, bright, inquisitive, full of dreams, and
ideas,
seeking new vistas, new horizons, new rainbows in your
life,

your potential is unlimited, you want to achieve, you're
restless to get going,

we understand.

you understand challenge, teamwork and responsibility,
you demand respect for individual worth and recognition
of individual accomplishment,
you understand brotherhood, fellowship, friendship,
you understand how others feel because you feel,

we understand.

you hold the future of the world in your collective hands,
you've come to realize that freedom isn't free, that peace
is often piecemeal,
as with generations who have answered the call of liberty
you know your nation, your world, needs you now —
your time, your talent, your commitment,
it's your turn at the wheel; you know this to be true.
we're ready for you, we're the army.

we understand.



Update

More SGT Morales Club members

The following names arrived late as sub-
missions to the SGT Morales club story
run in the September issue of all
VOLUNTEER,

SFC Doyal L. Richerson	Chicago DRC
SFC Tommy R. Fore	Little Rock DRC
SFC Phillip Bailey	Haven DRC

Non-Certified Uniforms

AR 670-1, Wear and Appearance of Army Uniforms and Insignia, Chapter 2, defines the responsibility of each individual to ensure that his uniform items conform to appropriate military specifications or are manufactured in accordance with the Uniform Quality Control system. All uniform items purchased from commercial sources must contain a label certifying that the item has been manufactured under a certificate issued by the United States Army Uniform Quality Control Office (UQCO).

The battle dress uniforms currently being commercial-
ly advertised have not been certified and do not contain a
valid US Army Uniform Quality Control certificate. (Ft.
Sheridan, PAO).

Thanks Recruiters!

Story by Steve Blizard
Photo by Don Morrissey
Ft. Gordon PAO

The United States Army has had many heroes beginning with the Revolutionary War soldier to the soldier of today. However, today's peacetime Army often overlooks the real hero, 'The Army Recruiter.' After all, if it weren't for the recruiter, we wouldn't have an Army.

It's now easy for soldiers to say, "My recruiter lied to me and didn't tell me what the Army is about." It is easy to run down the recruiters, but in reality they are the ones who help the prospective soldier get the job or career field they want to be trained in. In many cases, these soldiers land good civilian jobs based on the experience received in the Army.

During October 1981, the Army asked the Army's advertising agency, N.W. Ayer, to produce a film especially for the recruiting force. This film was designed to show recruiters that soldiers enlisted by recruiters appreciate the job the recruiters have done for them.

"Thank you SGT Smith for getting me into the MOS I really wanted," is one of the typical comments made by many young soldiers stationed at Ft. Gordon who helped make this film possible.

Arriving at Ft. Gordon on a Tuesday was a New York City film crew consisting of cameraman, lighting director and director who were ready to visit various locations on post and film young soldiers at their job locations.

Ayer also sent a producer, art director, writer and an account executive to help make this venture a success. Putting together a film, to be shown to the professional recruiting force, was no easy job.

Head cameraman, Marc Cerutti, formerly with the ABC Network, set up his crew in the post motor-pool to begin filming selected soldiers. Being in front of a camera was a new ex-

perience for the soldier "stars."

The comments made by the soldiers let their recruiters know that they had received the training for which they enlisted and that they appreciated the recruiter's help for getting them into their new careers.

Soldiers in signal, medical, avionics and combat arms were represented in the production being done by "The Big Apple's Tape House Editorial Company."

Once the Ayer writer and producer located the next prospect for filming, it would take some time to film a 15 to 20 second take. The lighting, sound, location and even the sunlight had to meet all expectations before the camera rolled.

After three days of filming, miles of worn shoe leather, long hours and lots of sweat, the entire crew was satisfied with the rough product.

According to USAREC, two in-house recruiting films will be made from the three day session at Ft. Gordon and from other locations visited by Ayer and the Tape House Editorial Company.

Several members of the contracted film crew have worked with the production of the many radio and TV commercials that carry the Army's new and successful slogan, "Be All You Can Be." With the help of these dedicated film and production experts, the recruiting force will see a film designed especially for them.

Private Marcia Williams gets set for the first take in a film ad being produced to tell recruiters, "Thank you for a job well done."





WINTER DRIVING

**Sherry Edwards
USAREC IG**

- The recruiter had left his house just before dawn to transport an applicant to the AFEES for testing. It had snowed lightly during the previous night. The recruiter had been underway for a half-hour when a car pulled out from a driveway into the road in front of the military vehicle. The recruiter traveling at approximately 35 mph, hit his brakes to avoid a collision. The Army motor vehicle went into a skid and hit a guard rail. The recruiter subsequently lost 26 workdays due to severe whiplash. The accident caused over \$550 damage to the recruiter's car.

- Returning home from a friend's house at dusk, a soldier was traveling about 35 mph and had just come over a hill when a car started to cross the road about 100 yards in front of her. She hit her brakes; causing the car to spin out of control on the wet road. The recruiter's car slid up an embankment and hit a telephone pole with such force as to break the pole in half. The soldier's one-year-old car sustained \$4,000 damage. The recruiter's neck injuries caused her to miss 2 days of work and to spend another 10 restricted workdays wearing a neck brace. In her report of the accident, she said, "If I had not had (my) seatbelt on, I would most likely be dead and someone else could do this report."

- The driver of an Army car had been on duty 11 hours and was on his way to pick up applicants at a bus station. Traveling south at 29 mph in a 55 mph zone, the driver hit an icy spot, causing the car to fishtail into the northbound lane. The Army car was hit by an oncoming vehicle, causing a total of \$1,800 damage to the two vehicles.

These cases, all reported during the last fiscal year, are typical of the sorts of accidents reported to USAREC during the winter months. The period beginning with late December and ex-

tending through April consistently shows a significant increase in the frequency of accidents within the command. While snow and ice conditions are usually blamed for the increase, command statistics show that the higher accident rates are by no means isolated to the northern states. As shown in the second case, wet roads caused by rain can also create a potentially hazardous situation.

In case after case received by the safety office during the winter period of FY81, one main reason was given for the accidents: the driver failed to maintain control of his vehicle. In each case, minor adjustments in the driver's performance could have prevented the accident entirely, or at least decreased the amount of injury or damage.

- Avoid skids and slides. Nothing leaves a driver feeling more panicky than a car which has lost control and has entered into a skid. To prevent skidding on wet or icy roads, slow down. Keep in mind that if the weather has caused you to be late, it has had the same effect on everyone else. Also note, all of the above drivers were traveling at 35 mph or less. When

conditions are treacherous, even those speeds could be considered too fast.

- Give yourself room to stop. Increase your following distance behind other vehicles. Anticipate stops and allow yourself more room in which to stop. The National Safety Council reports that it takes 60 feet to stop a car using regular tires that is going only 20 mph on loosely packed snow. That figure jumps to 149 feet when you try to stop the same vehicle on glare ice.

- Learn how to straighten a vehicle in a skid. If your vehicle starts to slide, don't panic; take your foot off the gas. Turn your wheels in the direction of the skid and stay off the brake. If you're not confident of your ability to steer out of a skid, find a large, empty parking lot and practice at low speeds.

- Remember to "See and Be Seen". Keep your windshields and lights completely clean and run the defogger for a few minutes before going to keep the inside clear, too. Whenever visibility is diminished, turn headlights on. Don't forget low beams are more effective than "brights" when driving in fog, heavy rain or snowfall.



Driving on hazardous winter roads requires you to slow down, keep your windshield and lights completely clean and increase the distance between your vehicle and the one ahead of you. Don't be a statistic.

Index for 1981 all VOLUNTEER

This index lists articles from Volume 34, calendar year 1981 issues of *all VOLUNTEER*. The index is provided for station commanders to use in training and for recruiters and reenlistment NCOs to use as a reference guide to topics covered throughout the year. Departments have not been indexed because of space limitations.

Some articles may cover more than the indexed subject, but have been listed under the heading most indicative of the topic covered. Articles which specifically cover National Guard or Reserve topics have been denoted with an asterisk next to page number.

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FLARE

